To Our Alumni and Friends in Louisville:

As one of the world’s leading centers of learning and discovery, Washington University launched Leading Together: The Campaign for Washington University to help us continue to prepare the leaders of tomorrow, advance human health, inspire innovation and entrepreneurship, and enhance the quality of life for all. We have one overarching goal: to enhance our leadership today to benefit America and the world tomorrow.

We are very grateful to Anne and Gary Smith for establishing a generous $100,000 challenge to inspire fellow parents, alumni, and friends in the Louisville area to increase their support for Leading Together. The Smith Family Challenge will continue until the conclusion of the campaign on June 30, 2018, or until the challenge is met.

Leading Together is a university-wide effort by alumni, parents, faculty, staff, and friends of Washington University to build a strong foundation for the future. Generations of individuals have worked together to create a university that is one of the finest in the world. Leading Together ensures that we will meet the challenges of the 21st century — and beyond.

I encourage you to participate in the Smith Family Challenge today. Your gift is an investment in the future of our students and our university. Together, we will make a difference.

Sincerely,

Mark S. Wrighton
Chancellor

For more information:

Richard J. Luze
Assistant Vice Chancellor for Development Programs
Executive Director for National Councils
Washington University in St. Louis
Campus Box 1060
One Brookings Drive
St. Louis, Missouri 63130-4899
314-935-4124
richard_luze@wustl.edu
The Smith Family

Anne and Gary Smith’s twin sons, David, and Will, are undergraduates in the Class of 2015 at Washington University and members of the football team. Anne and Gary serve on the Parents Council and the Parents Committee for Leading Together: The Campaign for Washington University.

David and Will Smith own and operate Bike Bears through the university’s Student Entrepreneurial Program, or StEP. It allows students to apply what they learn in the classroom to growing their own business ventures on campus. After graduating from the Olin Business School, David and Will plan to earn master’s degrees from Olin — Will in accounting, and David in supply chain management.

Gary Smith says, “Washington University has been a wonderful experience for David and Will — intellectually and personally. Combining challenging academics and athletics in a supportive learning environment has prepared them to succeed in any path they choose to follow. It’s very rewarding for us to help more students have these kinds of opportunities.” The Smiths’ gift will enhance the StEP program and provide resources for more students to operate their own businesses.

The Smiths are life-long residents of Louisville, Kentucky. Gary Smith is president and chief executive officer of Kentucky Trailer Company.

How the Challenge Works

The $100,000 Smith Family Challenge will match new and increased gifts of any amount to Washington University from donors in the Louisville area, up to the challenge amount. Your gift may be directed to the school or program of your choice.

<table>
<thead>
<tr>
<th>Your gift</th>
<th>Match provides</th>
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<tbody>
<tr>
<td>New gift</td>
<td>$1</td>
</tr>
<tr>
<td>For donors making a first-time gift or their first gift this year</td>
<td></td>
</tr>
<tr>
<td>Increased gift*</td>
<td>$1</td>
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<tr>
<td>For donors who increase their level of support</td>
<td></td>
</tr>
<tr>
<td>Multi-year pledge</td>
<td>$1</td>
</tr>
<tr>
<td>For three- to five-year commitments</td>
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Recognition Levels for Annual Fund Gifts:

- Annual Fund donor $1 – $99
- Century Club Member $100 – $249
- Century Club Fellow $250 – $499
- Dean’s Committee $500 – $999

William Greenleaf Eliot Society

- Eliot Society Member $1,000 – $2,499
- Eliot Society Fellow $2,500 – $4,999
- Eliot Benefactor $5,000 – $9,999

Donors may establish a named annual scholarship for each gift of $5,000 or more. Alumni age 35 or younger may establish a named annual scholarship for a gift of $2,500.

- Eliot Patron $10,000 – $24,999
- Danforth Circle
  - Dean’s Level $25,000 – $49,999
  - Chancellor’s Level $50,000 or more

*Your recognition level is based on your gift and will not include the matching dollars from the Smith Challenge.

Yes! I/We will help to meet the Smith Family Challenge.

Please direct my/our gift to (designate school or program): ________________________________

Please print

- My/Our gift of $__________________ is enclosed.
  Please make checks payable to Washington University.

- I/We pledge a total of $__________________ (not including any matching funds) to be paid as follows:
  Year 1 $________ Date______ Year 4 $______ Date______
  Year 2 $_______ Date______ Year 5 $______ Date______
  Year 3 $_______ Date______ (Fiscal year runs July 1 to June 30.)

- My/Our first pledge payment of $_________ is enclosed.
  (Please send reminders for remaining pledge payments.)

- Please charge all of my/our pledge payments to the following credit card:
  - annually
  - quarterly
  - monthly (check one)
  - AmEx
  - Discover
  - MasterCard
  - Visa

  Acct. No. ________________________ Exp. _________
  Name on card ________________________

  Signature ___________________________ Please print

Please print

- My/Our employer will match this gift.

  Name of company — please enclose matching gift form.

My/Our Name(s) ___________________________

Address ________________________________

City ___________________ State ______ Zip _______

Telephone ________________________

  - Home
  - Business
  - Cell

Preferred email _______________________

□ I/We prefer no listing in the Honor Roll.

Printed on recycled paper containing 10% postconsumer waste.